What is claimed is:

    1. A method, comprising:

    receiving an electronic entity event; and

    dynamically and automatically pricing the event responsive to an electronic entity event pricing plan.

    2. A method as recited in claim 1, wherein the event comprises one of a transaction with a good/service exchanged as part of the transaction, multiple transactions with goods/services, a product query, an advertisement review, transferring to another site, an exchange subscription fee, and a customer characteristic.

    3. A method as recited in claim 1, wherein the pricing is responsive to relationships among buyers and sellers comprising negotiated customer specific rates and discounts.

    4. A method as recited in claim 1, wherein the dynamic pricing plan uses a decision network having rule based functions.

    5. A method as recited in claim 4, wherein said functions price the transaction across goods/services.

    6. A method as recited in claim 4, wherein the rules based functions comprise conditional decisions.

7. A method as recited in claim 4, wherein the rules based functions comprise pricing calculation algorithms.

8. A method as recited in claim 7, wherein the algorithms comprise one of single unit, double unit, taper discount, tier, tier discount, percent, flat, charge, minimum, maximum, accumulation, threshold, multi-unit and taper charges.

9. A method as recited in claim 1, wherein said electronic event has a transaction price and a good/service price.

10. A method as recited in claim 1, wherein said electronic event comprises multiple transactions.

11. A method as recited in claim 1, wherein the pricing comprises detail and summary pricing.

12. A method associated with an electronic exchange which produces an electronic exchange event, said method comprising:

receiving the electronic exchange event; and

dynamically and automatically pricing the electronic exchange event responsive to an electronic exchange event pricing plan.

13. A method, comprising:

receiving an electronic exchange transaction request;

performing an electronic exchange function responsive to the electronic exchange transaction request; and

dynamically and automatically pricing an electronic exchange event responsive to an electronic exchange event pricing plan.

14. A method, comprising:

receiving electronic exchange events; and

dynamically and automatically pricing the electronic exchange events responsive to an electronic exchange event pricing plan having transaction pricing, cross product pricing, summary pricing and non-transaction pricing.

15. A method, comprising:

receiving electronic exchange transaction requests;

performing electronic exchange functions responsive to the electronic exchange request and where the function comprises transactions exchanging a goods/services having a goods/services prices; and

dynamically and automatically pricing the electronic exchange transactions with detail and summary pricing using an electronic exchange event pricing plan responsive to relationships among buyers and sellers and comprising negotiated customer specific rates and where the dynamic pricing plan uses a decision network having rule based functions pricing the transactions, pricing across the transactions, pricing across the goods/services, pricing with charge limitations and pricing non-transactions using conditional pricing decisions and pricing calculation algorithms comprising single unit, double unit, taper discount, tier, tier discount, percent, flat, charge, minimum, maximum, accumulation, threshold, multi-unit and taper charges.

16. A system, comprising:

an electronic exchange handling an electronic exchange event; and

a pricing mechanism dynamically pricing the electronic exchange event responsive to an electronic exchange event pricing plan.

17. A system as recited in claim 16, wherein said pricing mechanism comprises a code-based pricer and non-code based rules used by the pricer to price the event.

18. A computer readable storage controlling a computer by dynamically and automatically pricing the electronic exchange event responsive to an electronic exchange event pricing plan.